

13 October 2010

The aspiration of local people in the Calne Community Area to promote cycling as a safer, more convenient and realistic alternative to the car has become a significant area of work for Wiltshire Council's Calne Area Board and the Calne Community Area Partnership.

The 'Make a Stand for Cycling' project emerged as a part of this work and involved local people in deciding that the Council should provide creative cycle stands that would not only keep their cycles safe but also promote cycling and encourage others to get out of their cars and 'on their bikes'!

HB Design was chosen to work with the project group to design, create and implement stands in locations that local people chose. It was an exciting project and the service that the team from HB provided exceeded expectations. They carried out all preparation work, negotiations, provision and installation of the equipment in a professional, timely, friendly and creative manner and also provided creative input and technical advice and support to the wider project and subsequent activities. The team displayed a passion for cycling as an experience and the community and the environment as entities to be enhanced and preserved.

This provides an excellent example of the way business, the community and the Council can work together to improve the local area and is something that the Council would like to see more of.

It is a testimony to the company that other groups and organisations that came into contact with them during this project have gone on to involve them in other pieces of work taking place in the area.

Councillor Chuck Berry – Wiltshire Council (Calne North)

Jane Vaughan – Calne Community Area Manager (Wiltshire Council)